

Wholesale Partners - Third Quarter 1998 MSA Reporting Promotion Description for Promotions

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
July	WINSTON \$1.00 Off 2 Packs (Pack Outlets)	WIN_JUL_\$1/2_PKS	Y	WINSTON LT 85 BX WINSTON FF 85 BX WINSTON UL 85 BX
July <i>Aug</i>	CAMEL Buy 2 Packs Get 1 Pack Free (Pack Outlets)	<i>AUG</i> CAM_JUL_B2G1E_	Y	CAMEL REGULAR 85 BX CAMEL REGULAR LT 85 BX
July	WINSTON 30¢ Off 1 Pack (DPC)	WIN_JUL_30/1_PK	Y	WINSTON LT 85 BX WINSTON FF 85 BX
July	SALEM Buy 1 Pack Get 1 Pack Free (Pack Outlets) (New York Region Only)	SAL_JUL_B1G1F_NY	Y	SALEM SLIDE BX SALEM LT SLIDE BX

① Additional brand style descriptions should be entered if additional brand styles utilized. Enter specific brand styles to be worked.

NOTES:

- CTS is abbreviation for "Cigarette/Tobacco Store"
- DPC is abbreviation for "Deeper Promotion Coverage"

- National Package Promotions which will be tracked for Partners Category III qualification. This does not mean that the other promotions have any less importance or value to RJR. Proper execution of all RJR promotions continue to be a critical element in our overall marketing strategy. Simplification and administration ease until the automated system is activated is why promotions have been limited for Category III qualification.